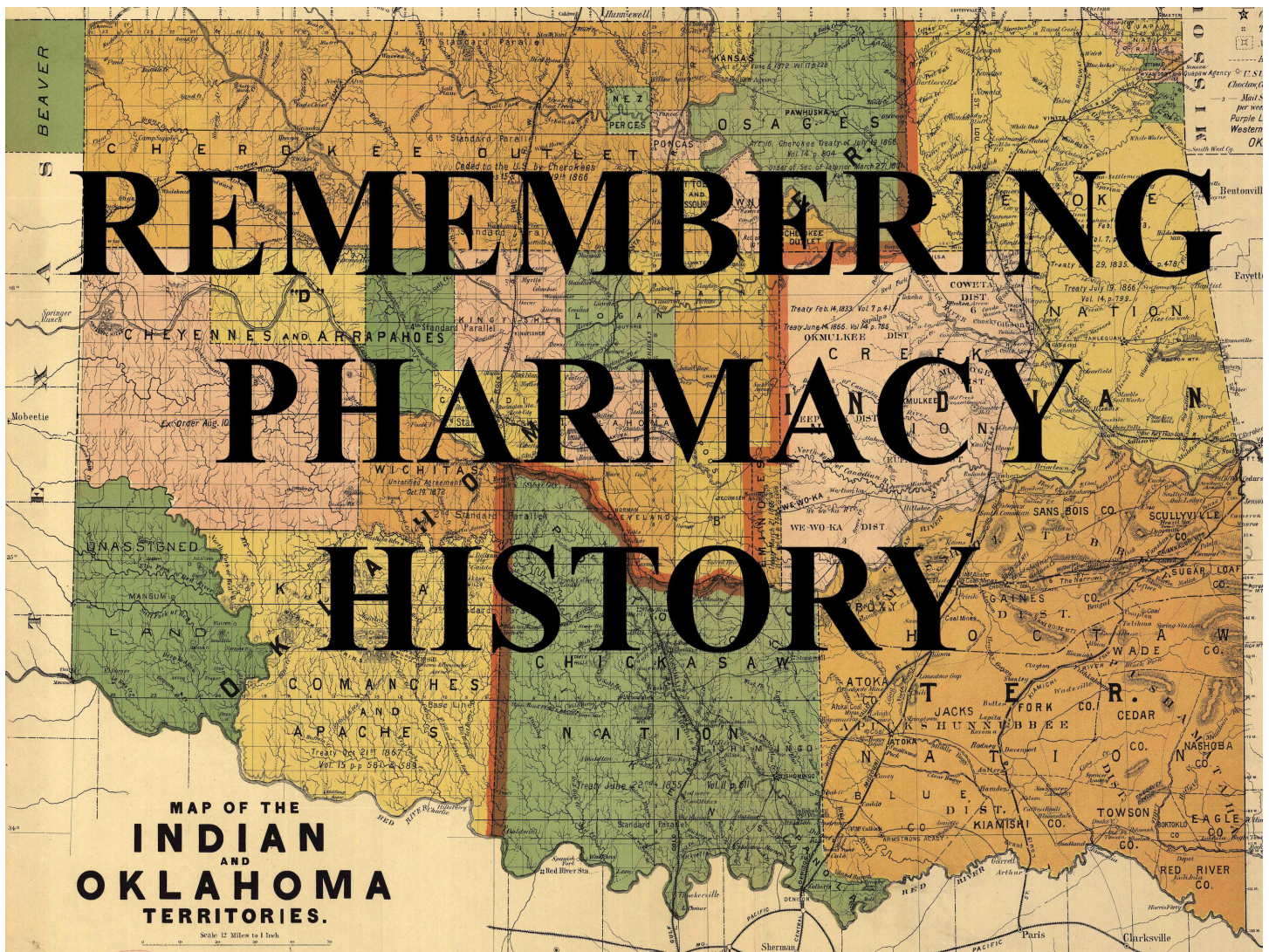


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Alexander Drug Company



Cover Logo based on an 1892 map of Indian and Oklahoma Territories in the United States Library of Congress.

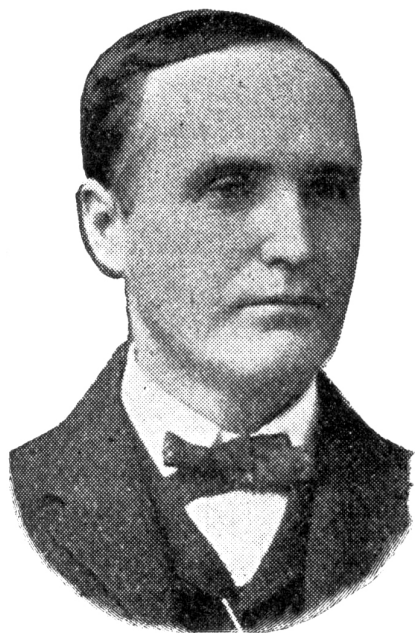
Alexander Drug Company

Carl K. Buckner
The University of Oklahoma
College of Pharmacy

During the early years of the existence of Oklahoma Territory, several retail pharmacists, notably Foress Ball Lillie of Guthrie, attempted to integrate a wholesale business with their pharmacies. However, by the end of the nineteenth century, it became clear that population growth necessitated the establishment of a dedicated drug wholesale house to serve the entire region, including surrounding states and the Indian Territory. That need was filled by the Alexander Drug Company, which was started in the late months of 1899 and continued until 1949, when the firm was purchased by McKesson and Robbins. The following biographical sketches tell about the men who led the company during its years of operation.

Edward Sarsfield Malone

Ed was born in Peru, LaSalle County, Illinois, on October 2, 1864. His father, John, and his mother, Julia (Aiken) Malone were immigrants from Ireland in about 1850. After living a few years in Oswego, Oswego County, New York, they moved west to Illinois. In 1860, on the eve of the American Civil War, John and Julia were living in Peoria, Peoria County, Illinois. Shortly before Ed was born, they were living in Peru.



*Edward Sarsfield Malone.
From Meyer Brothers Druggist,
25 (February, 1904): 25.*

John was a miller by trade and moved frequently. Not long after Ed was born, the family moved back to Peoria. Much of Ed's early education was obtained in Peoria public schools. In 1870, they were living in Leavenworth, Leavenworth County, Kansas, and in 1880, Iowa Point, Doniphan County, Kansas. Iowa Point is about forty-five miles southeast of Stella, Richardson County, Nebraska, where Ed moved in the early 1880s.

In his younger years, Ed worked in local drug stores where he became well experienced in pharmacy. He used his experience advantageously in 1883 by entering the retail drug business for himself in Stella. On January 6, 1886, Ed married Flora Hull in Stella. Flora was born on September 23, 1868, in Indiana. In 1893, Ed decided to move to Oklahoma City, in the recently established Oklahoma Territory. Stella's parents, Darwin Hills and Sarah Jane Hull, had participated in the run of 1889 into the unassigned lands of Indian Territory and established a hardware store in Oklahoma City. Ed and Flora were, therefore, already familiar with the new town and its business potential.

When he arrived in Oklahoma City, Ed established a partnership with William J. Dunn in a book and stationery store known as Malone, Dunn & Company. As they continued in their business, Ed saw a growing need for a wholesale drug house close by to supply drugs to pharmacists in Oklahoma and Indian Territory. Consequently, their book and stationery business was sold to Vosburgh and Company and they organized, along with the Alexander brothers of Kansas City, the Alexander Drug Company. On December 8, 1899, a patent for the incorporation of Alexander Drug Company in Oklahoma City, with \$50,000 capital, was signed by William Miller Jenkins, Oklahoma Territory Secretary. This was the beginning of a company that would become a giant in the wholesale drug business in Oklahoma.

[PATENT.]

TERRITORY OF



OKLAHOMA,

To All to Whom these Presents shall Come, Greeting:

Whereas, *A. H. Alexander, E. S. Malone and Wm. J. Dunlap*
All of Oklahoma City, O.T.

Have filed in the office of the Secretary of the Territory of Oklahoma certain articles of organization: with a view of forming a corporation to be known as

and with a capital of *Five Thousand Dollars*
Alexander Drug Co.

for the purpose of transacting a general wholesale business in drugs, paints, oil, glass and druggists supplies and sundries,
stationery and other articles of merchandise usually and ordinarily handled by wholesale drug and stationery houses; and for the
purpose of buying and vending all such articles, and manufacturing any drugs or proprietary articles that the Company from
time to time deems expedient in the manufacture of its business
for a period of twenty-five years
with place of business at *Oklahoma City, O.T.*
and having complied with the provisions of the Statutes in such cases made and provided,

Therefore, The Territory of Oklahoma hereby grants unto the above named persons and their associates, successors and assigns full authority, by and under the
said name of *Alexander Drug Co.*
to exercise the powers and privileges of a corporation, for the purpose above stated and in accordance with their said articles of organization and the laws of this Territory.

In Witness Whereof, These presents have been attested with the Great Seal, and signed by the Secretary of the Territory of Oklahoma at Guthrie, the
Eight day of *December* in the year One Thousand Eight Hundred and Ninety—*Nine*

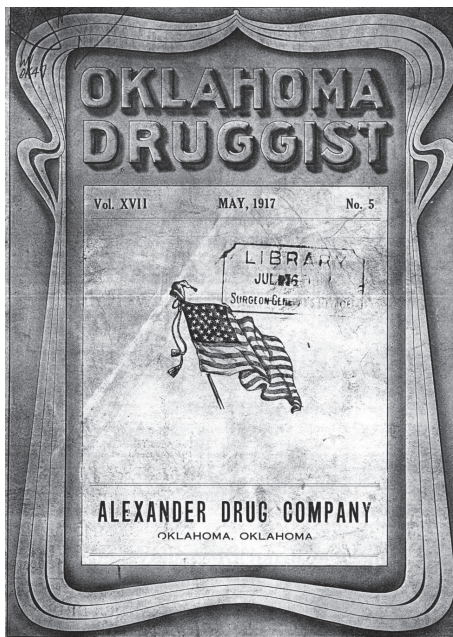


A. H. Alexander
Secretary of the Territory.

Original charter issued on December 8, 1899, to Alexander Drug Company of Oklahoma City and signed by Oklahoma Territory Secretary,
future Governor, William Miller Jenkins. From the author's collection.



Alexander Drug Company, West First Street, Oklahoma City, ca. 1908. From the author's collection.

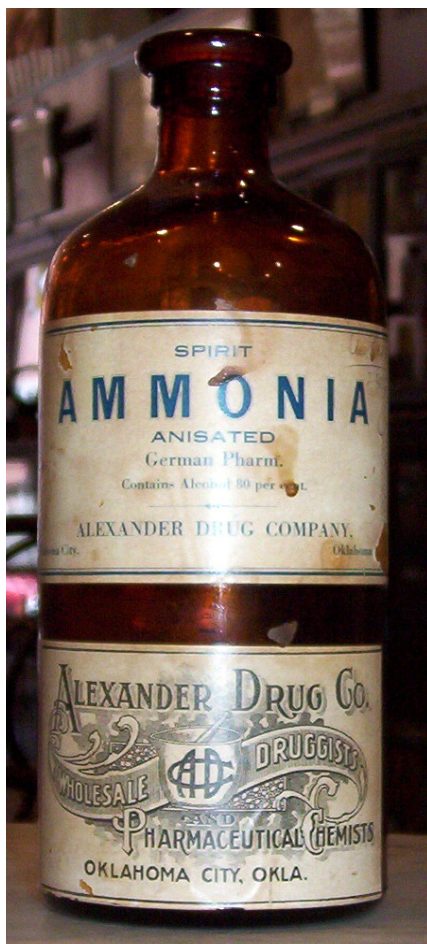


Cover of the May 1917 issue of Oklahoma Druggist, published by Alexander Drug Company, Oklahoma City. From the National Library of Medicine, Bethesda, Maryland.

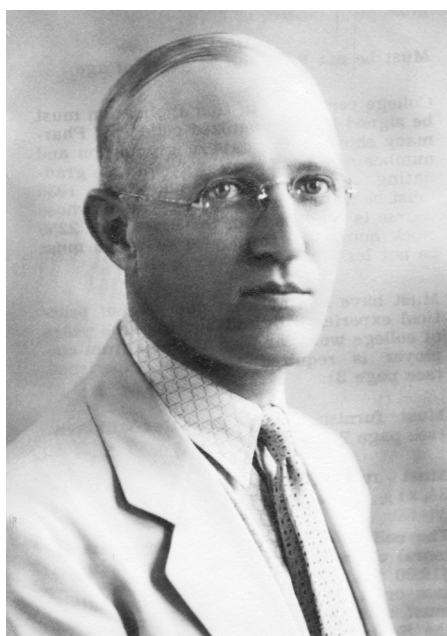
Ed became president of Alexander Drug Company when the first president, Robert H. Alexander, retired in 1902 and moved back to Kansas City. Under Ed's leadership, Alexander Drug Company grew alongside the profession. Alexander Drug Company started with two salesmen in early 1900 and grew to five in January of 1901. The number of salesmen covering the growing territory was twelve in 1912 and twenty-three in 1924. The company had about one hundred and ten employees and was supplying pharmacies in Oklahoma, Texas and New Mexico by the early 1920s.

The capital stock of Alexander Drug Company was increased tenfold, to \$500,000, by 1914 and continued a phenomenal growth under Ed's leadership. In 1920, the capital stock of the company was \$1,000,000.

Ed had many interests in addition to Alexander Drug Company. In 1902 and 1903, he was a member of the board of Oklahoma County Commissioners. He was also on the local school board for several years. In 1907, he was president of the Advisory Board for the Epworth University College of Pharmacy and continuously supported



Ammonia with Alexander Drug Company label. Photo taken by the author at the Oklahoma Frontier Drug Store Museum, Guthrie.



Darwin E. Malone, 1937. From ODL files.

the college during its brief existence. In 1910, he was one of the incorporators in the Western Mineral Water Company in Oklahoma City. When the Paramount Drug Manufacturing Company was organized in Oklahoma City in 1929, Ed was chosen to be chairman of the board of directors. He was also a director of the Security National Bank in Oklahoma City and one of the Officers and Directors of the Oklahoma City Building and Loan Association.

When the new state of Oklahoma decided in favor of prohibition, the Alexander Drug Company, under Ed's leadership, filed a suit aimed at preventing implementation of the state operated agency system for alcohol distribution. After it became clear that the agency system was of no value to the state treasury, Alexander Drug was named as one of the official distributors of alcohol for Oklahoma pharmacists.

Ed was extensively involved with the pharmacy profession in Oklahoma. He served in many capacities with the Oklahoma Pharmaceutical Travelers Association, which held its meetings alongside those of the Oklahoma Pharmaceutical Association (OPhA). In the early 1900s, Ed was the motivating factor for the publication of "Oklahoma Druggist," a monthly trade journal containing news about pharmacy and pharmacists.

Ed and Flora had two children, Rae Irene and Darwin E., both born in Nebraska before the family moved to Oklahoma City. Rae was a graduate of the University of Illinois in 1911. She married Moore C. Hess on November 14, 1917, in Oklahoma City and they had five children. She died in Oklahoma City on June 13, 1957. Darwin was married twice, but left no descendants when he died on June 27, 1945, in Oklahoma City.

Darwin took chemistry courses while a student at Oklahoma A & M, in Stillwater. After graduating, he attended the St. Louis College of Pharmacy, where he obtained a pharmacy degree in 1910. He came back to Oklahoma with his pharmacy degree and began working at Alexander Drug Company. One of his early jobs was as a traveling salesman. Darwin subsequently held many positions with the organization. In 1917, he was manager of the cigar department at Alexander Drug. In 1936, he was secretary and in charge of the company's soda fountain and fixture department. He was still secretary of the company at the time of his death in 1945. Alexander Drug Company became a part of McKesson and Robbins, Inc. in 1949.

In 1937, Darwin passed the pharmacy examination and was issued license number 5083 by the Oklahoma State Board of Pharmacy. He had not previously been a pharmacy practitioner and needed no license. However, in 1937, he was working in a drug store at Newkirk and needed his license to conform with Oklahoma pharmacy laws.

Ed was a member of the Masonic Lodge and the Oklahoma City Cham-

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WHOLESALE DRUGGISTS

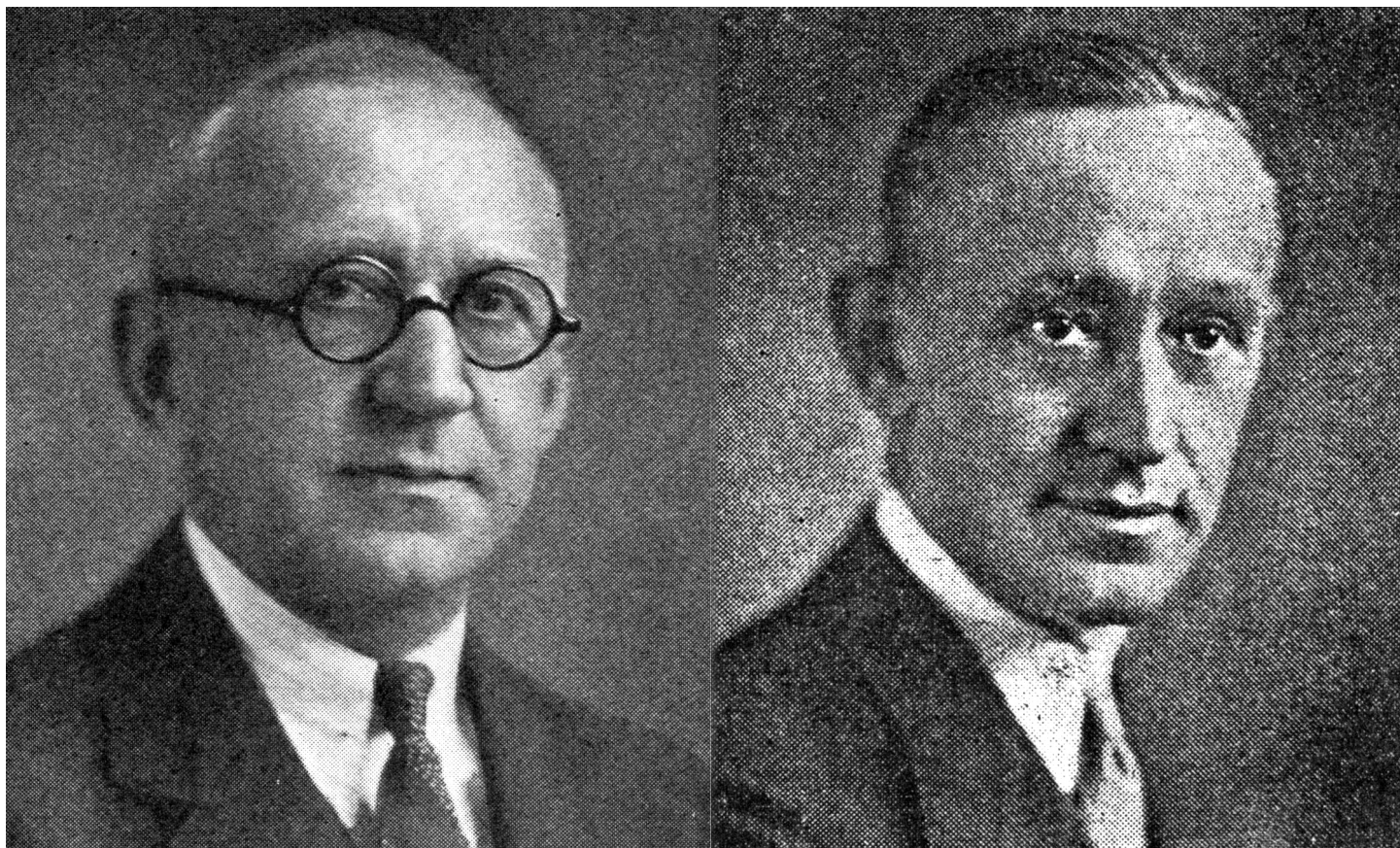
MANUFACTURING CHEMISTS

OKLAHOMA CITY, OKLA.

Advertisement for a reputed remedy for influenza at the height of the epidemic, published in several periodicals of the day. From Southern Pharmaceutical Journal, 11 (February, 1919): 316.

ber of Commerce. He was an avid fisherman. Flora was a prominent worker in the Oklahoma City YWCA, a member of the Modern Classics club and served a term as president of the '89ers club.

Ed died of pneumonia at their home in Oklahoma City on March 27, 1932, leaving an estate valued at more than \$160,000 to Flora, Rae and Darwin. All of the drug stores in Oklahoma City were closed for his funeral on March 30. Flora's estate when she died on December 13, 1939, approximated \$95,000 and was left to Rae and Darwin. Ed and Flora are buried in a mausoleum at Oklahoma City's Rose Hill Burial Park.



The brothers Amandus C. (left) and Lace I. Fitschen, leaders of Alexander Drug Company. From OPhA files.

Amandus C. Fitschen and Lace Isaac Fitschen

Amandus, known commonly as “Mac,” was about ten years older than his younger brother Lace, referred to in early life as “Lacy.” Their father, Amandus Philip Fitschen, was born in Ohio in 1851 and moved with his family to Willow Fork, Moniteau County, Missouri, around the end of the American Civil War. On September 19, 1872, Amandus Philip married America Snorgrass in Moniteau County, the county of her 1854 birth. The couple established their home in Willow Fork where Amandus Philip had several mercantile interests, including the saloon business, dry goods, and groceries.

Mac was born in Moniteau County in 1875, the second child of Amandus P. and America Fitschen. Lace was born on September 27, 1883. Mac and Lace attended common school in Willow Fork and nearby Tipton. Their mother, America, died in 1887, while they were still attending local schools. While growing up, they had a variety of mercantile experiences working for their father and in local drug stores. Both later attended the St. Louis College of Pharmacy (SLCOP).

Mac passed the pharmacy examination on January 14, 1895, and became licensed by the Missouri Board of Pharmacy. He obtained his Pharmaceutical Graduate (Ph.G.) diploma from SLCOP on April 18 of that year. Afterward, he spent some time traveling with his grandmother, Clara (Boye) Fitschen, in her home country of Germany. After returning to the United States, Mac moved to Oneida, Nemaha County Kansas, where his older sister, Flora, was living. Flora moved from Willow Fork to Oneida in 1894 after she married Samuel Murdock, Jr., a local physician. Mac established a drug store in Oneida and, on May 28, 1896, received a pharmacy certificate from the Kansas Board of Pharmacy on the basis of his diploma from SLCOP.

Lace came to Oneida to work in Mac’s pharmacy in 1898. Later in that year, Mac sold the pharmacy in Oneida and established the Fitschen Drug Store in Luther, Oklahoma County, Oklahoma Territory. Lace worked in the Luther



Fitschen Drug Store on the corner, Hobart, Oklahoma Territory. From Kiowa County Historical Museum, Hobart, Oklahoma.

Oklahoma State Board of Pharmacy

OFFICE OF
J. C. BURTON, SECRETARY

Stroud, Oklahoma, 1908

Dear Sir:- There is no provision made under the Constitution whereby the State Board of Pharmacy can grant you registration.

Under the Oklahoma Pharmacy law, however, the State Board of Pharmacy has, by rule, decided to re-register all those who may desire to keep their state registration in force, by granting them the privilege of registration on their original applications to either of the Territorial Boards. We have these applications on file and can look them up for you. The fee for such registration will be \$5.00 as provided by the Pharmacy law. If you desire to obtain state registration, under the ruling of the Board, you will simply fill out and mail to me the following application undetached from this letter.

Fraternally yours,

J. C. BURTON, Secretary

TO THE OKLAHOMA STATE BOARD OF PHARMACY:

I hereby make application for state registration on my original application as above suggested. I was legally registered in Oklahoma—~~Indian~~—~~Territory~~, by Examination—~~Diploma~~. My certificate No. is 542
Dated April 12, 1904. Mail my certificate to the
Town of Geotimo County of Comanche
State of Oklahoma Street No.
Sign full name. Lace Isaac Fitschen

Application by Lace Fitschen for a pharmacy certificate from the Oklahoma State Board of Pharmacy, 1908. From ODL files.

store with Mac until it was sold in 1901. In May of 1901, Mac became a partner with Van A. Morse and Lucien Babcock in the Fitschen-Morse Drug Company in El Reno, Canadian County, Oklahoma Territory. The company had a capital stock of \$10,500 and purchased the drug store belonging to George W. Bellamy, who left the drug business to follow his political ambitions. The name of the store in El Reno was changed to Fitschen-Morse. Lace helped Mac with the pharmacy end of the business.

On February 1, 1903, Mac opened another drug store, the Hobart Pharmacy, in a the newly settled town of Hobart, Kiowa County, Oklahoma Territory. Mac soon moved to Hobart and established another drug store in Carnegie, Caddo County, Oklahoma Territory. In 1903, Lace moved to St. Louis to attend the SLCOP. In early 1904, he returned to Hobart to help Mac operate his chain of drug stores.

In October of 1904, Mac and Ora Oliver Teeter, an 1899 graduate of The University of Oklahoma School of Pharmacy, became partners in a new venture in Hobart. Ora, owner of the Owl Drug Store, and Mac, owner of the Hobart Pharmacy, combined their drug stocks to form the Corner Drug Store in town. Ora became manager of the store while Mac devoted his attention to another job he had acquired as a traveling drug salesman for the Alexander

Wholesale Drug Company of Oklahoma City.

Before moving to Oklahoma Territory, Mac had received certificates to practice pharmacy in Missouri and in Kansas. However, the Oklahoma Territory Board of Pharmacy would not accept his previous registrations toward licensure in the territory. Therefore, on April 7, 1899, Mac took the pharmacy examination given in Oklahoma City. As a result of his passing grade, the Oklahoma Territory Board of Pharmacy gave him certificate number 252. On April 12, 1904, after returning to Hobart from pharmacy school in St. Louis, Lace also passed the pharmacy examination and was given certificate number 542 by the pharmacy board. He obtained the highest grade of all applicants taking the examination on that day and did not return to St. Louis to finish pharmacy school. Mac and Lace received certificate numbers 1459 and 1293, from the Oklahoma State Board of Pharmacy in 1908.

Mac sold his interest in the Hobart Corner Drug Store before statehood to devote full time to his work with Alexander Drug. After the store was sold, Lace established a drug store in Lawton, Comanche County, Oklahoma. He sold the Lawton store to A. W. Wilson in the fall of 1908 and started full-time work as a traveling salesman with Alexander Drug. In 1910, the Fitschen brothers were out of the retail drug business and selling drugs for the same wholesale drug company along the Oklahoma roadways.

Over the course of the next several years, Mac and Lace were very successful in building the clientele base for the Alexander Drug Company. Eventually, Mac was placed in charge of the Sundry Department and, by 1924, was promoted to Sales Manager for the traveling sales force of Alexander Drug. When Ed Malone's health began

to fail in about 1930, Mac started managing the company. In 1932, after Malone died, Mac assumed the titles of president and general manager. During this time, Lace held key positions at Alexander, including Mac's old job as Sales Manager.



Certificate of induction of Lace Fitschen into the Hall of Fame of the Oklahoma City Business Leaders Association, 1940. From OPhA files.



Certificate of appreciation to Lace Fitschen for support of the War Production Board during World War II. From OPhA files.

Mac died in an automobile accident on March 3, 1935. In 1898, he had married Anabel Broaddus, who was born in Missouri in 1875. One of her brothers, Bower Slack Broaddus of Muskogee, was appointed in 1940 by President Franklin Delano Roosevelt to succeed Alfred P. Murrah as a federal judge in Oklahoma. Mac and Anabel had one child, John, born in 1904. He died in 1931. Anabel died on May 3, 1942, at the Sweetwater, Texas, home of her sister, Emma (Broaddus) Simmons. Mac, Anabel, and John are buried in Oklahoma City's Fairlawn Cemetery.

Lace became vice-president and general manager of Alexander Drug after Mac died. Under Lace's leadership, Alexander Drug made considerable advancements in public relations and marketing. During World War II, Lace led the company in aiding the United States War Production Board by serving on the board's Industry Advisory Committee. In 1943, he was elected president of the National Wholesale Druggists Association (NWDA, now Healthcare Distribution Management Association or NDMA).

In 1940, Alexander expanded for more effective sales in Arkansas, Kansas, and Missouri. After World War II, Lace became president of the Alexander Drug Company and oversaw the further expansion of Alexander Drug to include branches in Amarillo, Texas, and Tulsa, Oklahoma. In 1949, the company was sold to McKesson & Robbins, Inc. and Lace became a vice-president in charge of the Alexander branch. After retiring in 1952, Lace lived in Sabetha, Nemaha County, Kansas, and in Table Rock, Taney



Oklahoma Governor Roy Joseph Turner turns the first dirt for a new Alexander Drug Company building in Oklahoma City, 1948. Lace Fitschen is standing at the far left of the picture. From OPhA files.

County, Missouri. He moved back to Oklahoma City in about 1964.

Sometime after 1910, Lace married Cora (Hoagwood) Kidner, who had a daughter, Onda, by a previous marriage. Lace had no children of his own. Lace died in 1970 in Oklahoma City. Cora died in Tarrant County, Texas, on January 16, 1971, while visiting Lace's sister, Sarah (Fitschen) Swarner.

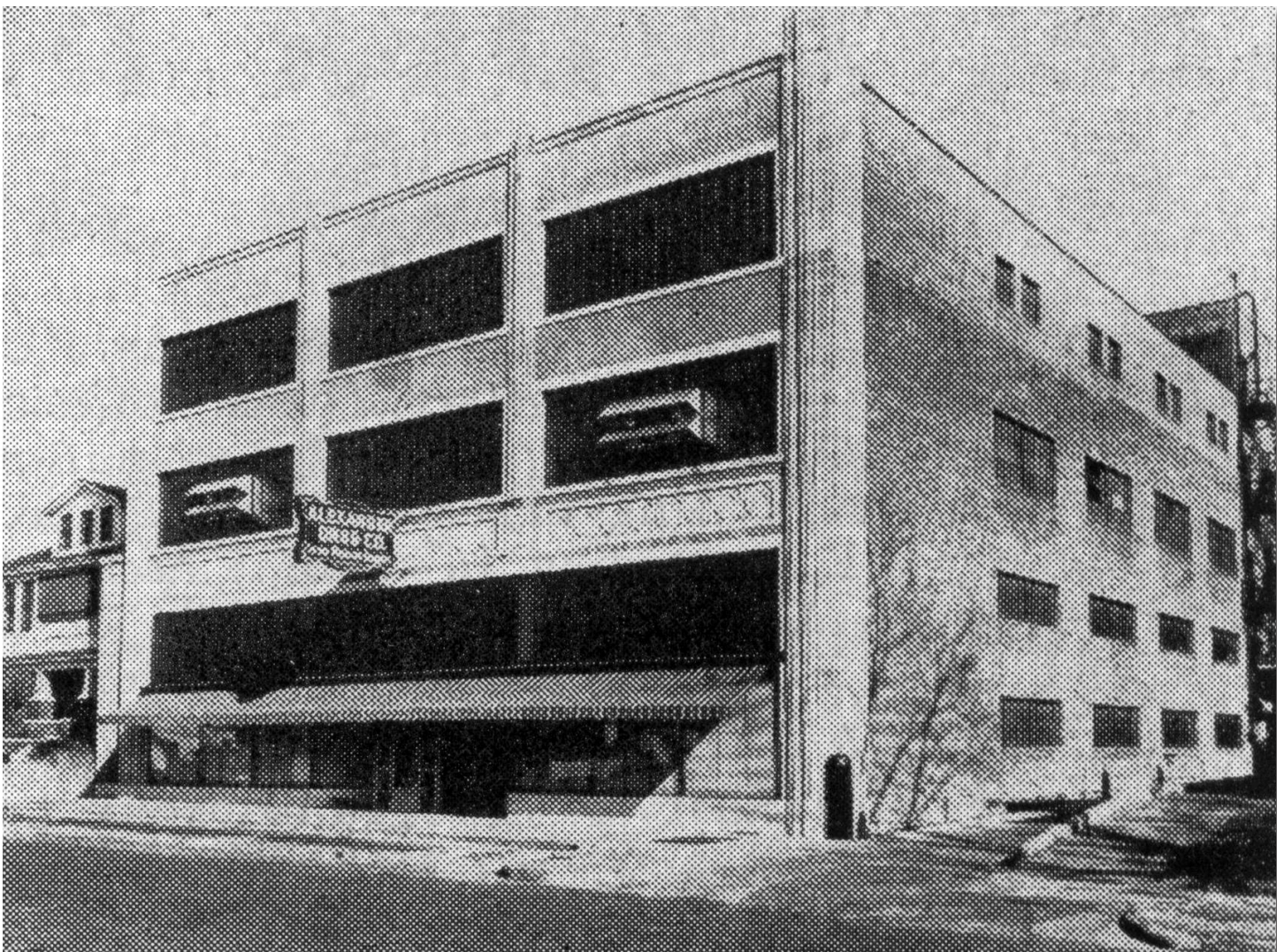
Acknowledgements

The author expresses appreciation for support to the Kiowa County Historical Museum in Hobart, Oklahoma, to the National Library of Medicine in Bethesda, Maryland, to Mark and Pam Ekiss of the Oklahoma Frontier Drug Store Museum in Guthrie, Oklahoma, and to Jan Davis, Carol Guilliams, Linda Raulston, Linda Colbert, and Colleen Greene, professionals in the Archives and Records Division at the Oklahoma Department of Libraries (ODL) in Oklahoma City.

Bibliographic

Information and images for these biographies were collected from many sources. These include files at the

Oklahoma Pharmacists Association (OPhA) office in Oklahoma City as well as various issues of Oklahoma Pharmacist, Meyer Brothers Druggist, Pharmaceutical Era, The Midwestern Druggist, The Western Druggist, Southern Pharmaceutical Journal, Drug Markets, and newspapers from Oklahoma City, Tulsa, El Reno, Guthrie, and Hobart, Oklahoma. Genealogical information was found in Joseph B. Thoburn, A Standard History of Oklahoma. (Chicago, The American Historical Society, Volume 3, 1916): 1244-1245; William F. Kerr, The Story of Oklahoma City, Oklahoma. (Chicago, The Clarke Publishing Company, Volume 3, 1922): 104-109; Joseph B. Thoburn and Muriel H. Wright, Oklahoma; A History of the State and Its People. (New York, Lewis Historical Publishing Company, Volume 3, 1929): 340-341. In addition, United States census records as well as the internet sites rootsweb.com and familysearch.org have provided valuable family-related data. The ERA and Hayes Drug-gists directories have been used to trace pharmacy locations in Oklahoma. Especially valuable for biographical information have been pharmacist applications for licensure in Archives and Records Division of the Oklahoma Department of Libraries (ODL).



Alexander Drug Company building in Tulsa, ca. 1949. From OPhA files.